BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 27: Technology and Digital Media in Hospitality**
Learning aim(s)	**C:** Develop a plan to incorporate technology which will aid productivity and enhance the customer experience
Assignment title	**Planning for Technology in Hospitality**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Continuing on from your report of technologies used in hospitality, your manager has now asked you to be more specific and complete a needs analysis putting forward recommendations of technology that would make the business more effective, enhance customer experience and productivity.
Task 1	You will need to choose one of the hospitality businesses you have previously researched. Your manager has asked you to present a report on incorporating technology into the business it will consist of the following: • technology assessment of the chosen business • proposal for incorporating technology in the business • description of ways to monitor success of the technology • assessment of the proposal against the business and customer needs. Your report must use the appropriate technology terminology and expressed in a way that the target audience will understand the conclusions which must be justified and supported by evidence.
Checklist of evidence required	Research log Independent report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.D3	Evaluate the proposal against the needs of the business and customers.
C.M3	Produce a detailed proposal for new technologies for a hospitality business.
C.P5	Produce a simple proposal for a new managerial and operational technology to aid productivity.
C.P6	Produce a simple proposal for new digital media and mobile technologies to enhance customer experience.